

RINGLING  
BROS. <sup>INC.</sup>



BARNUM  
& BAILEY

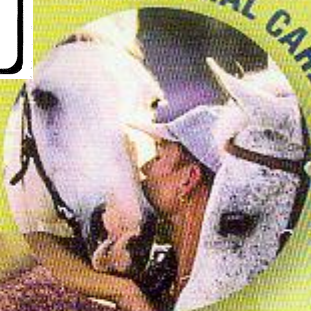
OUR GREATEST PERFORMANCES...



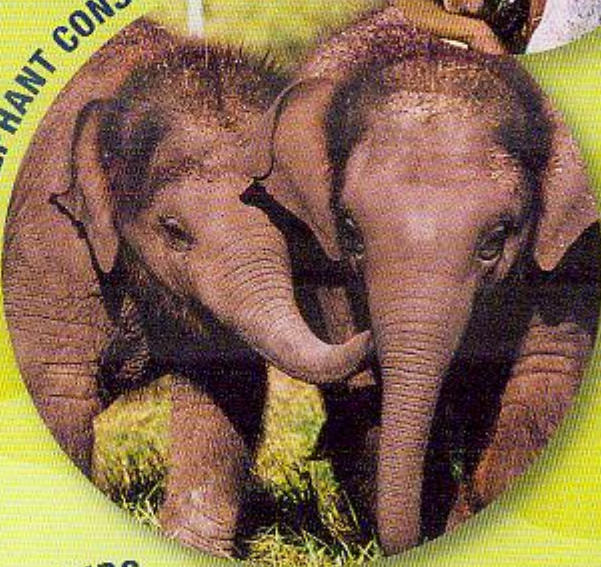
ALL-STATE LEGAL<sup>®</sup>  
PLAINTIFF'S  
EXHIBIT

WC 99 A

ANIMAL CARE



ASIAN ELEPHANT CONSERVATION



HEALTHY KIDS



PL 15735



To Our Guests,

On behalf of everyone at Ringling Bros. and Barnum & Bailey®, welcome to *The Greatest Show On Earth*®.

Because people and animals are an essential part of everything we do at Ringling Bros.®, we are committed to programs that invest in the health and well-being of families, kids and animals.

Developed specifically to help in our nation's fight against childhood obesity and inactivity, **CircusFit**™ is a new national fitness program introduced by Ringling Bros. that encourages America's youth to lead healthy, active lifestyles.

Ringling Bros. is equally committed to animal care and conservation. From employing an expert team of veterinarians and animal care specialists to building habitats designed specifically with animal comfort and safety in mind, animal stewardship is a number one priority at Ringling Bros.

Just as important, Ringling Bros. is deeply involved in the conservation of the endangered Asian elephant. In 1995, we established the Ringling Bros. and Barnum & Bailey Center for Elephant Conservation®, now a global leader in the reproduction, research and retirement of this magnificent animal. To learn more about the Ringling Bros. Center for Elephant Conservation, visit [www.ElephantCenter.com](http://www.ElephantCenter.com).

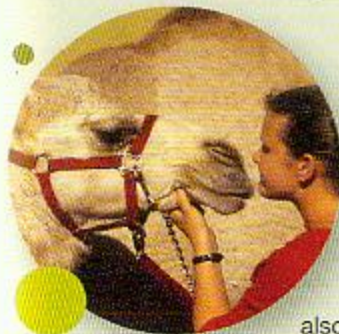
Thank you for joining us today and sharing in our strong commitment to animal stewardship, Asian elephant conservation and healthy kids and families.

Sincerely,

Kenneth Feld  
Chairman and CEO  
Ringling Bros. and Barnum & Bailey



RINGLING BROS. AND BARNUM & BAILEY®  
IS COMMITTED TO PROGRESSIVE  
**ANIMAL CARE**



#### Our Expert Staff

The Ringling Bros.® animal care staff provides the very best enrichment and veterinary care for our animals, including regular examinations and vaccinations. On the road, veterinary technicians travel along with our animals, while full-time veterinarians travel between each of our three circus units. In addition, Ringling Bros. also engages a network of more than 90 local veterinarians who are on call while we are performing in cities across North America.

#### Quality Food and Nutrition

Our entire animal family is provided with healthy, nourishing meals, which are shipped fresh to each city Ringling Bros. visits. Our animals' diets include hay, protein-enriched grains, fruits, vegetables, vitamin-fortified prepackaged meat, and a special vitamin and mineral-enriched granular mix.

#### Training Based on Reward and Repetition

The relationship between animals and humans at Ringling Bros. is built on mutual respect, trust and affection. Our training methods are based on reward and repetition, and our trainers teach animals routines that showcase their natural physical abilities and beauty, as well as their distinctive behaviors.

In many of the cities Ringling Bros. visits, we are able to invite our audiences to our Animal Open House™. There, families get to see our animals up close and witness the strong bond of trust and affection that our animals have for their trainers and handlers.

#### Setting the Standard

Ringling Bros. is committed to exceeding the highest standards of care and treatment of our animals. Our animal care practices and policies are governed and monitored by comprehensive animal welfare regulations at the federal, state and local levels. Ringling Bros. has an open-door policy for unannounced inspections by animal care inspectors and regulators.



RINGLING BROS.®  
BARNUM & BAILEY®  
**Center**  
for Elephant  
Conservation

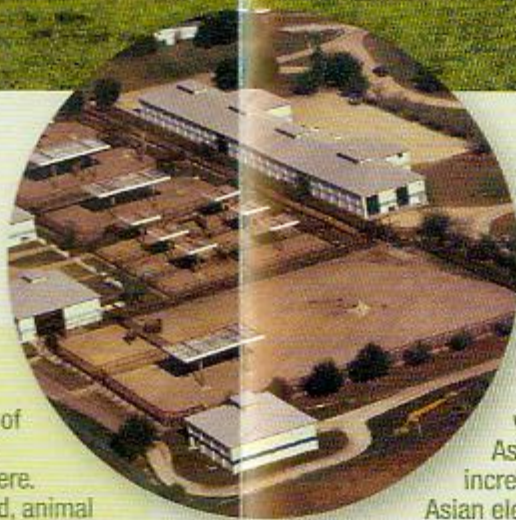
The Ringling Bros. and Barnum & Bailey Center for Elephant Conservation® (CEC), located on 200 acres in central Florida, was established in 1995 to create a superior environment dedicated to the reproduction, scientific research and retirement of the endangered Asian elephant.

With an unprecedented 20 elephant births, the Ringling Bros. CEC is regarded as one of the most successful Asian elephant breeding programs outside of Southeast Asia and is home to the largest sustainable population of Asian elephants in the Western hemisphere. With only 35,000 Asian elephants remaining in the wild, animal conservationists agree that it will take breeding programs such as the one at Ringling Bros. to ensure the Asian elephant species has a long and promising future.

At the Ringling Bros. Center for Elephant Conservation, we have built upon the experience and expertise gained from 136 years of working closely with Asian elephants. In fact, our intimate understanding of the Asian elephant was instrumental in the design of a conservation center that caters to our elephants' every need.



**CEC**



Our CEC staff is skilled at interacting with each of our elephants, paying careful attention to ensuring they live healthy, enriched and comfortable lives.

Since 2005, Ringling Bros. has announced more than \$300,000 in funding to the Smithsonian Institution's National Zoological Park supporting research projects on endotheliotropic herpes viruses, the single greatest health threat to the Asian elephant, and a reproductive study aimed at increasing the captive population of the endangered Asian elephant. Also in 2005, Ringling Bros. formed a partnership with the Fort Worth Zoo in Texas, allowing the Zoo to acquire - through our companion elephant program - a male Asian elephant from the CEC.

As a founding member of the International Elephant Foundation, Ringling Bros. and our CEC also have helped sponsor efforts to provide emergency veterinary care, supplies, research scholarships and grants, and management training to elephant trainers in Sumatra, Indonesia. In addition, the Ringling Bros. CEC is regularly contacted by zoos, veterinarians, researchers and scholars from around the world regarding elephant husbandry.

"Our work at the Ringling Bros. and Barnum & Bailey Center for Elephant Conservation is evidence that we can save this magnificent species from extinction."

Bruce Reed  
Vice President of Animal Stewardship for Ringling Bros. and Barnum & Bailey®



To learn more about the amazing animals we care for, visit [www.Ringling.com/animals](http://www.Ringling.com/animals).

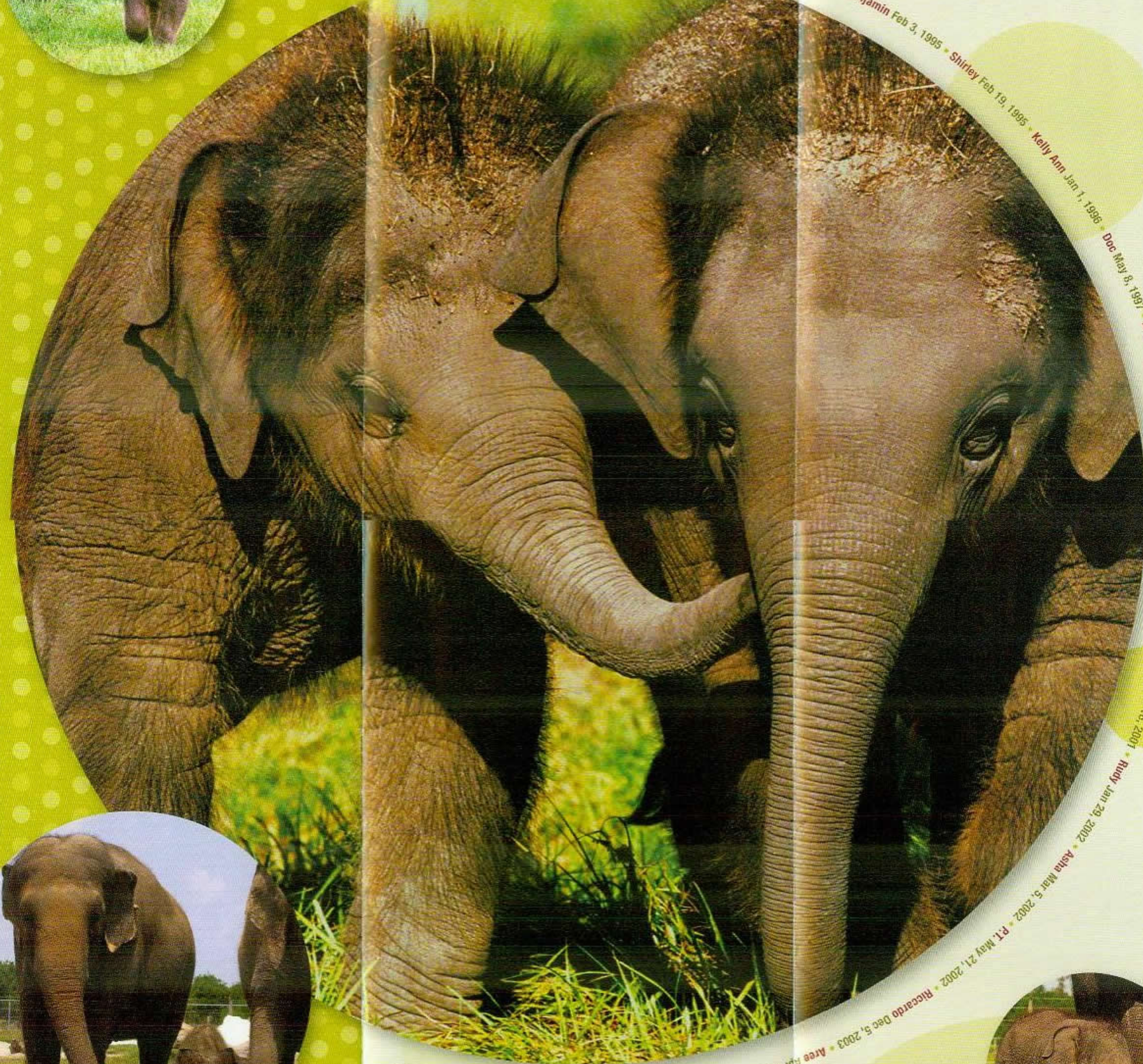


**RINGLING BROS.<sup>AND</sup>  
BARNUM & BAILEY<sup>SM</sup>**



# Center for Elephant Conservation

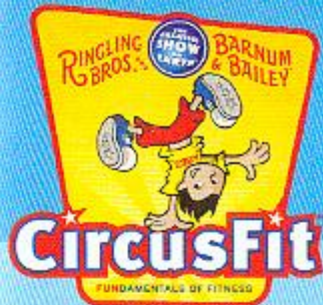
Juliette Dec 30, 1992 • Romeo Jan 10, 1993 • Kenny Aug 19, 1994 • Bonnie Oct 20, 1994 • Benjamin Feb 3, 1995 • Shirley Feb 19, 1995 • Kelly Ann Jan 1, 1996 • Doc May 8, 1997 • Angelica June 23, 1997 • Osgood Aug 1999 • Sara Apr 16, 2001 • Gunther Nov 18, 2001 • Rudy Jan 29, 2002 • Asha Mar 5, 2002 • P.T. May 21, 2002 • Riccardo Dec 5, 2003 • Aree Apr 21, 2005 • Irvin June 1, 2005 • Bertha July 30, 2005 • New Arrival Apr 6, 2006



Endangered species?  Not if we can help it.

For more information on the **Ringling Bros. and Barnum & Bailey Center for Elephant Conservation®** visit [www.ElephantCenter.com](http://www.ElephantCenter.com).





A Partnering Organization  
of Ringling Bros. & CircusFit™



**CircusFit<sup>SM</sup>** is a national youth fitness program from *Ringling Bros. and Barnum & Bailey*® that encourages America's youth to lead healthy, active lifestyles by combining the fun of circus skills with stretching, strength building and aerobic exercise.

### **CircusFit Program Highlights**

- ★ Uniquely inspired by the athletic stars of *The Greatest Show On Earth*®, **CircusFit** introduces kids to fun-filled fitness, health and nutritional activities.
- ★ *Ringling Bros.*® is providing America's educators with the Web-based curriculum absolutely **FREE!**
- ★ **www.CircusFit.com** provides kids with free online fitness lessons, interactive games, and cool downloads.
- ★ A partnering organization of The President's Council on Physical Fitness and Sports.

Begin your CircusFit adventure today and  
discover the **FUNDamentals of Fitness** at

**[www.CircusFit.com](http://www.CircusFit.com)**